

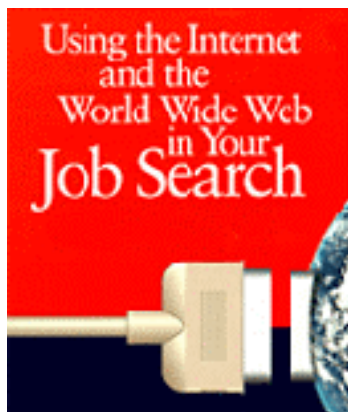
SUPPORTING ECONOMIC VITALITY

Goal: Rowan Public Library supports the economic well being of individuals and their families and the economic development of local businesses and communities in general with specialized resources and services.

Program Summary

- ▶ *Developing specialized collections for small businesses.*
- ▶ *Contributing to the quality of life in our communities.*
- ▶ *Supporting economic development.*
- ▶ *Helping those in search of employment.*
- ▶ *Supporting adult literacy programs.*
- ▶ *Supporting communities with meeting spaces.*
- ▶ *Providing research and resources for Rowan County Government.*
- ▶ *Working with others to promote Rowan County.*

Objective 1: Create a job center in each library facility by FY2004



Desired outcome: Library customers will be able to easily find materials that will be useful in pursuing employment.

Activity A: Identify and organize materials that are relevant to citizens who are mastering basic learning needs, acquiring job skills, or searching for employment opportunities by FY2004.

Activity B: Work with the local Employment Security Commission and others to develop helpful employment-related handouts by FY2004.

Activity C. Train staff in the use of resources by FY2004.

Activity D. Highlight resources on the library website by FY2004.

Activity E. Pursue community program opportunities by FY2004.

Responsibility: Information Services Staff
Branch Staff
Information Technology Staff

Cost: Annual operating budget



Objective 2: Promote small business resources in each library by FY2005.

Desired outcome: The library will be more recognized as contributing to economic activity in Rowan County.

Activity A: Identify and organize resources to promote use by FY2005.

Activity B. Use the newspaper and radio to promote these resources through press releases, the *Library Notes* column and through public service announcements by FY2005.

Activity C. Train staff on use of resources by FY2005.

Activity D. Develop and present staff training programs by FY2005.

Activity E. Include information on the library's website and develop hand outs by FY2005.

Responsibility: Information Services staff
Branch staff
Information Technology staff

Cost: Annual operating budget

Objective 3: Promote the library as a quality of life resource to potential citizens and business relocating to Rowan County by FY2005.

Desired outcome: Local business and economic leaders will recognize the library as a significant part of the quality of life in Rowan County.

Activity A: Meet with officials of the Rowan Economic Development Commission, the Rowan Business Alliance, and the Chamber of Commerce to identify information about the library and its resources that will be useful to supporting their business development activities by FY2005

Activity B: Develop a library resource fact sheet and other promotional materials that will be useful to economic development efforts in Rowan County by FY2005.

Activity C: Insure that the Library's revised website has a section oriented to its economic development and inducement potential by FY2005.

Responsibility: Information Services Staff
Information Technology Staff
Operations Manager

Cost: Annual operating budget

Objective 4 Develop cooperative programs between the library and Rowan-Cabarrus Community College Small Business Center by FY2005.

Desired outcome: A partnership with the small business center will be developed that will be mutually beneficial.

Activity A: Meet with RCCC Small Business Center Staff to develop cooperative programs by FY2005.

Responsibility: Operations Manager

Cost: Not yet known